



AMENDMENTS TO THE CLAIMS

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1-14. (Cancelled)

15. (Currently amended) A storage-based broadcasting system that supplies for supplying a user interface to present a service, the user interface being unique to a the service, which is composed of content stored in said system for presenting the service, said system comprising:

transmission means for transmitting a control content, in a non-executable data format, as the content in its entirety or as part of the content, the control content being transmitted by said transmission means so as to realize generate the user interface; and

receiving means for receiving and activating the transmitted control content so as to execute the user interface, wherein the user interface is transmitted by said transmission means as the control content and received by said receiving means as at least part of the content.

16. (Previously presented) The storage-based broadcasting system in accordance with claim 15, wherein the control content is a browser for the content stored in said system.

17. (Previously presented) The storage-based broadcasting system in accordance with claim 15, wherein said transmission means comprises:

content pitcher means for pitching the content including the control content; and

service property information transmitting means for transmitting service property information for indicating properties of the service, and

wherein said receiving means receives the transmitted service property information, and said receiving means comprises control content determination means for determining, based on the content and the service property information received by said receiving means, the control content from among the received content.

18. (Previously presented) The storage-based broadcasting system in accordance with claim 17, wherein

 said content pitcher means comprises content assembler means for adding, to the content, a content header for defining the content, and

 said receiving means further determines the control content from among the received content based on the content header of the received content.

19. (Previously presented) The storage-based broadcasting system in accordance with claim 17, wherein

 said transmission means further comprises electronic signature means for placing an electronic signature on the control content, and said service property transmitting means transmits a public key of the electronic signature as being included in the service property information, and

 said receiving means further comprises signature authentication means for authenticating the electronic signature by the public key included in the received service property information, and said content control determination means determines the control content from among the received content through authentication of the electronic signature.

20. (Previously presented) The storage-based broadcasting system in accordance with claim 19, wherein the key used for authentication of the electronic signature is unique to the service.

21. (Previously presented) The storage-based broadcasting system in accordance with claim 17, wherein

 said content pitcher means further comprises content ID space management means for sending information for defining a part of an ID space of the content, and

 said receiving means further comprises designation means for designating the control content based on a content ID included in the defined part of the ID space.

22. (Currently amended) A control content transmission method for providing a user interface to present a service, the user interface being unique to a~~the service, which is composed of content for presenting the service, the content being that~~ is stored in a storage-based broadcasting system ~~that which supplies the user interface which is unique to the service,~~ said method comprising:

transmitting a control content for realizing generating the user interface, the control content being transmitted as the content in its entirety or as part of the content and in a non-executable data format;

receiving the content including the transmitted control content; and

activating the transmitted control content so as to execute the user interface.

23. (Previously presented) The control content transmission method in accordance with claim 22, wherein the control content is a browser for the content stored in the system.

24. (Previously presented) The control content transmission method in accordance with claim 22, wherein said transmitting a control content comprises:

pitching the content including the control content; and

transmitting service property information for indicating properties of the service, and

wherein said receiving the content including the transmitted control content comprises receiving the transmitted service property information and determining the control content from among the received content based on the received content and the received service property information.

25. (Previously presented) The control content transmission method in accordance with claim 24, wherein

said pitching the content comprises adding, to the content, a content header for defining the content, and

said receiving the content including the transmitted control content further comprises determining, based on the content header of the received content, the control content from among the received content.

26. (Previously presented) The control content transmission method in accordance with claim 24, wherein

 said transmitting the control content further comprises placing an electronic signature on the control content,

 said transmitting service property information further comprises transmitting a public key of the electronic signature as being included in the service property information, and

 said receiving the content including the transmitted control content further comprises:

 authenticating the electronic signature by the public key included in the received service property information; and

 determining the control content through authentication of the electronic signature.

27. (Previously presented) The control content transmission method in accordance with claim 26, wherein the key used for authentication of the electronic signature is unique to the service.

28. (Previously presented) The control content transmission method in accordance with claim 24, wherein

 said pitching the content further comprises sending information for defining part of an ID space of the content, and

 said receiving the content including the transmitted control content further comprises determining the control content based on a content ID included in the part of the ID space.

29. (Currently amended) A storage-based broadcasting system operable to supply a user interface to present a service, the user interface being unique to a the service, which is composed of content stored in said system for presenting the service, said system comprising:

a transmission unit operable to transmit a control content, in a non-executable data format, as the content in its entirety or as part of the content, said transmission unit transmitting the control content so as to realize generate the user interface; and

a receiving unit operable to receive the content including the control content, and to activate the transmitted control content so as to execute the user interface, wherein the user interface is transmitted by said transmission unit as the control content and received by said receiving unit as at least part of the content.

30. (Previously presented) The storage-based broadcasting system in accordance with claim 29, wherein the control content is a browser for the content stored in said system.

31. (Previously presented) The storage-based broadcasting system in accordance with claim 29, wherein said transmission unit comprises:

a content pitcher unit operable to pitch the content including the control content; and
a service property information unit operable to transmit service property information for indicating properties of the service,

wherein said receiving unit receives the transmitted service property information, and
wherein said receiving unit comprises a control content determination unit operable to determine, based on the received content and the received service property information, the control content from among the received content.

32. (Previously presented) The storage-based broadcasting system in accordance with claim 31, wherein

said content pitcher unit comprises a content assembler operable to add, to the content, a content header for defining the content, and

said receiving unit is further operable to determine the control content from among the received content based on the content header of the received content.

33. (Previously presented) The storage-based broadcasting system in accordance with claim 31, wherein

 said transmission unit further comprises a signature generator unit operable to place an electronic signature on the control content, and said service property transmission unit is further operable to transmit a public key of the electronic signature as being included in the service property information, and

 said receiving unit further comprises a signature authentication unit operable to authenticate the electronic signature through the public key included in the received service property information, and said content determination unit is operable to determine the content from among the received content through authentication of the electronic signature.

34.(Previously presented) The storage-based broadcasting system in accordance with claim 33, wherein said signature authentication unit authenticates the electronic signature using a key unique to the service.

35. (Previously presented) The storage-based broadcasting system in accordance with claim 31, wherein

 said content pitcher unit further comprises a content ID space management unit operable to send information for defining a part of an ID space of the content, and

 said receiving unit further comprises a designator operable to designate the control content based on a content ID included in the defined part of the ID space.

36. (Previously presented) The storage-based broadcasting system in accordance with claim 29, wherein said system further comprises a delivery unit operable to receive the content including the control content transmitted by said transmission unit, and to transmit the transmitted content including the control content to said receiving unit.

37. (Previously presented) The storage-based broadcasting system in accordance with claim 36, wherein said transmission unit is operable to transmit the content as a digital bit stream to said delivery unit, and said delivery unit is operable to transmit the transmitted content as a digital bit stream to said receiving unit.